

DECA's 2003 International Career Development Conference®



We're bringing the *Magic to Marketing* in Orlando, Florida!

High School Conference Orange County Convention Center April 26-29, 2003

In the spring of 2003, 13,000 people will gather in Orlando, Florida, to participate in DECA's 57th International Career Development Conference. The guest list will include:

- State winners in DECA's **Competitive Events** Program who will be vying for international honors
- Nearly **1,000 businesspeople** who will serve as **judges** for the international competitions
- DECA members attending the **Leadership Development Academies**, the **Senior Management Institute** and the **Stock Market Game/DECA Investment Challenge**
- DECA members who are participating in the **national election of student officers**
- Chapter advisors attending the **Advisor Academies**
- More than **90 exhibitors** of all kinds
- Representatives from DECA's extensive list of **corporate partners**

Note: The terms DECA, International Career Development Conference, ICDC and the names of all sessions at this conference are registered trademarks of DECA Inc. and may not be used for commercial purposes without our express permission.

THE CONFERENCE AGENDA

(The following is a tentative conference schedule.)

Saturday, April 26, 2003

- Career exhibits open
4:00 p.m. (teachers only); 5:00 p.m. (all)
- DECA Day at Universal Orlando
- Grand Opening Session 8:00 p.m.

Sunday, April 27, 2003

- Competition briefing and manual registration
- Competition testing
- Career exhibits, campaign booths
10:00 a.m. (teachers only); 11:00 a.m. (all)
- Leadership Development Academy
- State Officer Leadership Development Academy
- Stock Market Game/DECA Investment Institute
- Senior Management Institute
- New Advisor Academy
- DECA Day at Sea World Orlando

Monday, April 28, 2003

- Competition preliminaries
- Career exhibits, campaign booths
8:00 a.m. (teachers only); 9:00 a.m. (all)
- Leadership Development Academy
- State Officer Leadership Development Academy
- Stock Market Game/DECA Investment Institute
- Senior Management Institute
- Advisor Academy
- Super Dance/Fashion Show

Tuesday, April 29, 2003

- Second General Session
- Third General Session
- Competition finals
- Election Session
- DECA Day at Walt Disney® World Theme Parks
- Grand Awards Session 8:00 p.m.

For conference updates and information about DECA, visit www.deca.org.



CONFERENCE HIGHLIGHTS

Competitive Events

The centerpiece of DECA's International Career Development Conference is the **international level competition featuring state-level winners in DECA's 36 substantive areas of competitive events**. Events include 11 individual series events such as Retail Merchandising and Apparel and Accessories Marketing, 5 management team decision making events such as Financial Services Management and E-commerce Management, 10 team events such as the Food Marketing Research Event, 4 business management and entrepreneurship events, 3 marketing representative events such as the Technical Sales Event, and three special activities, the DECA Quiz Bowl, the 7 UP Challenge (Web design) and the Virtual Business Challenge (online business simulation).

During ICDC, participants in competitive events will take tests and appear before judges for role-playing and project presentations. Finally, winners are called to the stage at the gala Grand Awards Ceremony to be recognized and to receive their trophies. At International CDC, the skills and hard work of DECA members are on display for all to see.

Leadership Training

Much of the energy generated at ICDC is produced in several interactive **Leadership Development Academies**—one for the general membership and one for DECA state officers. The academies are facilitated by leadership experts who help DECA members develop their leadership skills, network and have fun doing it.

A leadership program is also held for noncompeting DECA members who are graduating seniors—the **Senior Management Institute**. This 12-hour institute serves as a bridge to college and real-world careers.

New Advisor Academy

Any chapter advisor with **three or fewer years of experience** will find this session to be a treasure trove of professional advice for starting a DECA chapter. These new advisors then join other advisors at the next day's Advisor Academy.

Advisor Academy

The Advisor Academy teaches basic **chapter management skills** and **how to integrate DECA activities into the curriculum**. Advisors learn about chapter organization, motivating and recruiting students, time management, using competitive events and more. This is a great forum for networking and sharing.

About DECA

DECA is a co-curricular, student-centered educational organization. For more than 55 years, DECA's mission has been to enhance the education of students interested in marketing, management and entrepreneurship.

Working in partnership with the education and business communities, DECA's goal is for all of its student members to develop a "Career Success Kit" to carry into their business and personal lives after graduation, one that includes:

- career competencies,
- job skills,
- leadership abilities,
- an understanding and appreciation of civic responsibility, and
- ethical values.

To accomplish this, DECA uses workplace training, chapter projects and its Competency-based Competitive Events Program. DECA emphasizes academic and vocational excellence and helps to demonstrate the direct relationship between marketing education and the real needs of business and industry.

DECA provides teacher-advisors with supplemental programs and activities, including built-in ladders of measurement. DECA also supplies an opportunity for on-the-job training so that members can put into practice the concepts learned in the classroom. In short, DECA enriches each student's academic experience and life skills.



Stock Market Game/DECA Investment Institute

DECA chapter teams have participated in the Stock Market Game Challenge during the school year. Sixty-four of those teams are eligible for this 2-day Investment Institute. The top 16 teams present portfolios and defend their investment decisions vying for cash awards and recognition.

Workshops

An array of informative workshops is offered geared to DECA advisors, school administrators, other education professionals and business supporters. Subjects include professional development, marketing techniques, inventive projects and new DECA initiatives.

National Officer Campaigning and Elections

Dozens of candidates caucus with hundreds of voting delegates for one of the five positions on the National Officer Team. Candidate screening, caucuses, campaign speeches, campaign booths and state delegate campaigning make for a spirited race.

